



# ORDER

Flight Dates **09/25/12-10/01/12**

Contract / Revision **305019 /**

Original Date / Revision  
07/18/12 09/25/12

Advertiser **House Majority PAC**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Product  
**House Majority PAC**

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:13:00

Estimate # **1416**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	45	\$36,040.00	\$42,400.00	0.00	08/27/12	09/30/12	45	\$36,040.00	\$42,400.00
October 2012	11	\$12,091.25	\$14,225.00	0.00	10/01/12	10/01/12	11	\$12,091.25	\$14,225.00
<b>Totals</b>	<b>56</b>	<b>\$48,131.25</b>	<b>\$56,625.00</b>	<b>0.00</b>					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	09/25/12	10/01/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			4		\$400.00		0.00				
N 2	KNXV	09/30/12	09/30/12	Su 6-7am GMA Su 6-7am Good Morning	CM	6am-7am	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-----S			1		\$200.00		0.00				



KNXV

Print Date: 09/25/12

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Contract / Revision **305019** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 07/18/12/ 09/25/12

Order Sep 00:13:00

Advertiser **House Majority PAC**

Product **House Majority PAC**

Estimate # **1416**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KNXV	09/25/12	10/01/12	M-F 9am-10am Sonoran Living	CM	9am-10am	MTWTF--	:30	3	\$125.00	P-6	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					3	\$125.00		0.00			
N 4	KNXV	09/25/12	10/01/12	M-F 10am-11am The View	CM	10am-11am	MTWTF--	:30	4	\$400.00	P-6	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					4	\$400.00		0.00			
N 5	KNXV	09/25/12	10/01/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					5	\$400.00		0.00			
N 6	KNXV	09/25/12	10/01/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MTWTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					3	\$500.00		0.00			
N 7	KNXV	09/25/12	10/01/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	5	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					5	\$600.00		0.00			
N 8	KNXV	09/25/12	10/01/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm (5:30 PM-6:00 PM)	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					5	\$1,000.00		0.00			
N 9	KNXV	09/25/12	10/01/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					4	\$700.00		0.00			
N 10	KNXV	09/29/12	09/29/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S-					1	\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	09/25/12-10/01/12		Sa 6pm News		6pm-630p	-----Sa--	:30		<del>(\$500.00)</del>		0.00	NM		
See MG 10.2															
[program change preempt (college football) rv 7/19]															
2	KNXV	09/25/12-10/01/12		Sa 4pm/5pm News		4pm news	-----Sa--	:30		\$500.00		0.00	NM		
Ⓜ MG for 10.1 09/29															
N 11	KNXV	09/30/12	09/30/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S					1	\$500.00		0.00			
N 12	KNXV	09/30/12	09/30/12	Su 530pm News Su 530pm-6pm	CM	530pm-6pm	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S					1	\$1,000.00		0.00			
N 13	KNXV	09/25/12	10/01/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTWTF--	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					5	\$800.00		0.00			
N 14	KNXV	10/01/12	10/01/12		CM	7pm-9pm	M-----	:30	1	\$8,500.00	P-3	0.00	NM	1	\$8,500.00



KNXV

Print Date: 09/25/12

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Hiatus Dates

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Order Sep 00:13:00

Advertiser **House Majority PAC**

Product **House Majority PAC**

Estimate # **1416**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Monday 7-9pm											
				Monday Prime 7-9pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	M- - - - -	1		\$8,500.00		0.00						
N 15	KNXV	09/25/12	09/25/12	Tuesday Prime 7-9pm	CM	7-9pm	- T- - - - -	:30	1	\$8,500.00	P-1	0.00	NM	1	\$8,500.00
				Tuesday 7-9pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	- T- - - - -	1		\$8,500.00		0.00						
N 16	KNXV	09/28/12	09/28/12	Friday Prime B	CM	8pm-9pm	- - - - F- -	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
				Friday Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	- - - - F- -	1		\$3,000.00		0.00						
N 17	KNXV	09/30/12	09/30/12	Sunday Prime B	CM	7pm-8pm	- - - - - S	:30	1	\$5,500.00	P-3	0.00	NM	1	\$5,500.00
				Sunday Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	- - - - - S	1		\$5,500.00		0.00						
N 18	KNXV	09/25/12	10/01/12	M-F 10-1035pm	CM	10pm-1035pm	MTWTF- -	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF- -	4		\$1,000.00		0.00						
N 19	KNXV	09/25/12	10/01/12	Nightline	CM	1035pm-1102pm	MTWTF- -	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF- -	4		\$450.00		0.00						
N 20	KNXV	09/30/12	09/30/12	SU 10-1035pm	CM	10pm-1035pm	- - - - - S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	- - - - - S	1		\$1,000.00		0.00						
N 21	KNXV	09/25/12	10/01/12	Jimmy Kimmel Live	CM	1102pm-1206am	MTWTF- -	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				M-F 1102pm-1206am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF- -	1		\$250.00		0.00						
														Totals	56 \$56,625.00

\*Tax 1 Note: Tax 0.5%.

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